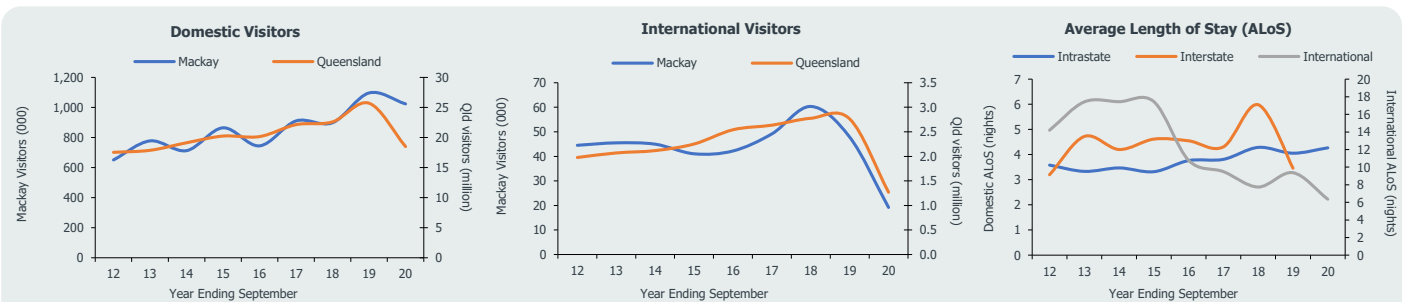


# Mackay Regional Snapshot

## Year Ending September 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>1,024,000</b>	<b>181,000</b>	<b>167,000</b>	<b>593,000</b>	<b>\$434.7m</b>
3-yr trend % change <sup>2</sup>	▲ 3.9%	▲ 4.5%	▼ -4.1%	▲ 6.3%	▲ 2.6%
<b>International Overnight</b>	<b>19,000</b>	<b>15,000</b>	<b>n/p</b>	<b>n/p</b>	<b>\$5.4m</b>
3-yr trend % change	▼ -19.0%	▼ -17.4%	n/p	n/p	n/p
<b>TOTAL</b>	<b>1,043,000</b>	<b>196,000</b>	<b>n/p</b>	<b>n/p</b>	<b>\$440.1m</b>
3-yr trend % change	▲ 2.7%	▲ 0.7%	n/p	n/p	▲ 1.2%



### Domestic Visitors

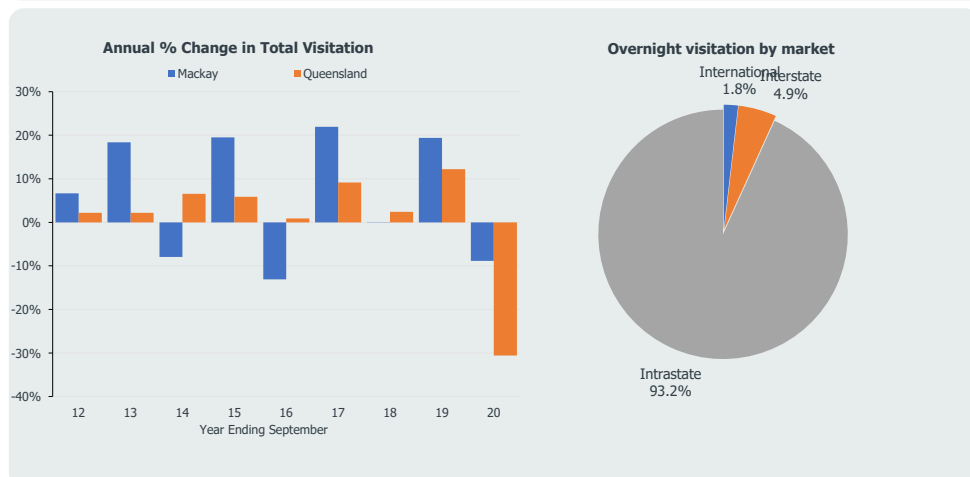
The year ending September 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were reopened to all states except Victoria on 10 July. Borders were closed again to Greater Sydney on 1 August, then to New South Wales and ACT more broadly on 8 August and remained closed until the end of the quarter.

- Over the past three years, domestic overnight expenditure in Mackay grew by 2.6 per cent on average to \$434.7m in the year ending September 2020. This reflects growing visitation, up 3.9 per cent on average over the past three years to 1.0m.
- The Average Length of Stay (ALoS) also increased (up 3.1 per cent to 4.3 nights) so that visitor nights grew by 6.9 per cent on average over the past three years to 4.4m. However, spend per night decreased by 3.9 per cent on average over the three years to \$100 per night.
- The domestic market represented the majority (98 per cent) of overnight visitation to the region and business travel accounted for more than half (58 per cent) of these domestic visitors to Mackay.
- Business visitation increased by 6.3 per cent over the past three years to 593,000 while holiday visitation increased by 4.5 per cent on average to 181,000 and visiting friends and relatives visitation decreased by 4.1 per cent on average to 167,000.
- More than nine in 10 (95 per cent) domestic visitors to the region were from the intrastate market. Intrastate visitation grew by 7.5 per cent on average over the past three years to 972,000. The largest intrastate markets was intraregional travellers (up 5.2 per cent on average to 296,000) and Brisbane (up 8.9 per cent on average to 194,000).

### International Visitors

NOTE: International Visitor Survey (IVS) interviews have been paused due to border closures in late March 2020. As a result, from June 2020 the IVS has been produced using more extensive immigration and incoming passenger card information and spend has been imputed from previous IVS interviews.

- International visitation to Mackay decreased by 19.0 per cent on average over the past three years to 19,000 visitors in the year ending September 2020. The international market contributed 2 per cent of all overnight visitors to the region.
- The ALoS for international visitors to Mackay decreased by 11.8 per cent on average over the past three years to 6.4 nights so that international nights decreased by 24.9 per cent on average over the past three years to 122,000.
- Annual holiday visitation, which accounts for 77 per cent of international visitors to Mackay, decreased by 17.4 per cent on average over the past three years to 15,000.



**Research Updates**

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

# Mackay Regional Snapshot

Year Ending September 2020

## Domestic visitors to Mackay

	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	181,000	4.5%	482,000	-4.8%	2.7	-0.2
VFR	167,000	-4.1%	572,000	-3.0%	3.4	0.0
Business	593,000	6.3%	3,157,000	13.7%	5.3	0.6
<b>Domestic<sup>3</sup></b>	<b>1,024,000</b>	<b>3.9%</b>	<b>4,362,000</b>	<b>6.9%</b>	<b>4.3</b>	<b>0.3</b>
<b>Intrastate</b>						
Holiday	173,000	n/p	449,000	n/p	2.6	-0.1
VFR	144,000	-2.0%	494,000	1.6%	3.4	0.1
Business	575,000	8.7%	3,058,000	15.9%	5.3	0.5
<b>Intrastate</b>	<b>972,000</b>	<b>7.5%</b>	<b>4,150,000</b>	<b>11.4%</b>	<b>4.3</b>	<b>0.2</b>
<b>Interstate</b>						
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>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>

## Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg <sup>1</sup>	Expenditure (\$) million	Year % Chg
Mackay	747,000	-14.9%	\$106.4m	-23.8%
Queensland	40,179,000	-20.5%	\$4,491.1m	-18.9%
<b>Australia</b>	<b>178,723,000</b>	<b>-24.2%</b>	<b>\$19,058.8m</b>	<b>-24.6%</b>

## State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	18,494,000	-28.0%	72,621,000	-28.6%
NSW	26,644,000	-30.5%	88,811,000	-25.5%
Victoria	17,241,000	-41.4%	54,525,000	-33.6%
<b>Australia</b>	<b>80,265,000</b>	<b>-30.6%</b>	<b>300,037,000</b>	<b>-26.8%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	6,854,000	-30.3%	27,237,000	-37.6%
NSW	9,886,000	-32.6%	33,969,000	-32.5%
Victoria	6,977,000	-43.8%	23,205,000	-34.6%
<b>Australia</b>	<b>30,797,000</b>	<b>-32.9%</b>	<b>115,869,000</b>	<b>-33.0%</b>

## International visitors to Mackay

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg
Holiday	15,000	-17.4%	47,000	-15.0%
VFR	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>19,000</b>	<b>-19.0%</b>	<b>122,000</b>	<b>-24.9%</b>

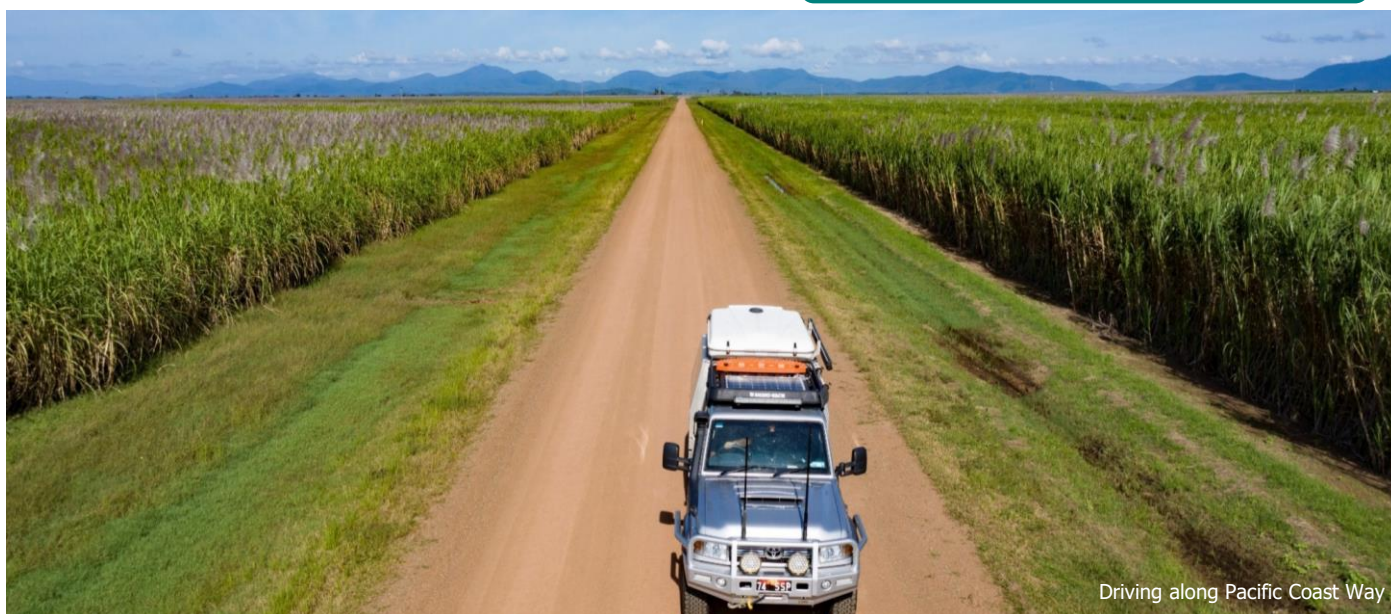
## State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	1,269,000	-54.1%	25,481,000	-53.9%
NSW	2,073,000	-52.8%	46,147,000	-52.8%
Victoria	1,501,000	-52.1%	36,976,000	-50.3%
<b>Australia</b>	<b>80,265,000</b>	<b>-52.2%</b>	<b>134,459,000</b>	<b>-51.2%</b>
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	849,000	-54.2%	10,561,000	-53.9%
NSW	1,137,000	-54.3%	13,044,000	-56.1%
Victoria	798,000	-52.7%	8,289,000	-53.0%
<b>Australia</b>	<b>798,000</b>	<b>-53.0%</b>	<b>39,790,000</b>	<b>-53.4%</b>

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>



Driving along Pacific Coast Way

# Regional Comparison

Year Ending September 2020

## Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	5,486,000	-30.9%	16,273,000	-29.5%	3.0	0.1	26%	43%	21%	30%
Gold Coast	2,638,000	-36.0%	9,029,000	-44.8%	3.4	-0.5	49%	37%	10%	14%
TNQ	1,551,000	-29.1%	7,598,000	-31.5%	4.9	-0.2	49%	23%	24%	8%
Sunshine Coast	3,186,000	-19.8%	11,319,000	-20.6%	3.6	0.0	57%	34%	7%	17%
SGBR	1,807,000	-21.9%	6,948,000	-22.1%	3.8	0.0	32%	29%	31%	10%
SQC	1,682,000	-28.3%	4,867,000	-21.5%	2.9	0.2	28%	39%	26%	9%
Townsville	822,000	-39.9%	3,203,000	-29.7%	3.9	0.6	34%	29%	26%	4%
Outback*	852,000	-4.0%	4,341,000	4.0%	5.1	n/p	24%	14%	53%	5%
Whitsundays*	504,000	2.4%	2,229,000	-0.5%	4.4	n/p	57%	20%	20%	3%
Fraser Coast*	568,000	-1.0%	2,086,000	-9.4%	3.7	n/p	48%	35%	10%	3%
<b>Mackay*</b>	<b>1,024,000</b>	<b>3.9%</b>	<b>4,362,000</b>	<b>6.9%</b>	<b>4.3</b>	<b>n/p</b>	<b>18%</b>	<b>16%</b>	<b>58%</b>	<b>6%</b>
<b>Total Queensland</b>	<b>18,494,000</b>	<b>-28.0%</b>	<b>72,621,000</b>	<b>-28.6%</b>	<b>3.9</b>	<b>0.0</b>	<b>37%</b>	<b>35%</b>	<b>23%</b>	<b>100%</b>

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

## International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	690,000	-52.3%	12,593,000	-55.4%	18.2	-1.3	53%	30%	9%	54%
Gold Coast	476,000	-54.8%	4,503,000	-55.2%	9.5	-0.1	78%	16%	3%	38%
TNQ	364,000	-56.8%	3,257,000	-52.1%	8.9	0.9	91%	6%	2%	29%
Sunshine Coast	151,000	-52.7%	1,362,000	-52.5%	9.0	0.0	77%	21%	3%	12%
SGBR	62,000	-54.4%	752,000	-62.0%	12.1	-2.4	78%	14%	3%	5%
SQC*	26,000	-14.1%	781,000	-13.6%	30.6	n/p	39%	43%	9%	2%
Townsville	61,000	-51.6%	806,000	-34.1%	13.3	3.5	82%	13%	2%	5%
Outback*	12,000	-22.2%	266,000	-23.9%	21.8	n/p	57%	25%	7%	1%
Whitsundays	112,000	-49.3%	647,000	-50.2%	5.8	-0.1	93%	4%	1%	9%
Fraser Coast*	66,000	-47.2%	300,000	-54.6%	4.5	-0.7	90%	10%	1%	5%
<b>Mackay*</b>	<b>19,000</b>	<b>-19.0%</b>	<b>122,000</b>	<b>-24.9%</b>	<b>6.4</b>	<b>n/p</b>	<b>78%</b>	<b>19%</b>	<b>0%</b>	<b>1%</b>
<b>Total Queensland</b>	<b>1,269,000</b>	<b>-54.1%</b>	<b>25,481,000</b>	<b>-53.9%</b>	<b>20.1</b>	<b>0.1</b>	<b>67%</b>	<b>27%</b>	<b>7%</b>	<b>100%</b>

### Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

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 Geographical 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.

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interview (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

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

### Disclaimer:

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### 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.