

# Mackay Regional Snapshot

## Year Ending December 2018



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>1,046,000</b>	<b>220,000</b>	<b>215,000</b>	<b>565,000</b>	<b>\$540.2m</b>
3-yr trend % change <sup>2</sup>	▲ 9.5%	▲ 6.8%	▲ 6.4%	▲ 14.1%	▲ 20.6%
<b>International Overnight</b>	<b>56,000</b>	<b>43,000</b>	<b>11,000</b>	<b>n/p</b>	<b>\$18.9m</b>
3-yr trend % change	▲ 10.5%	▲ 17.8%	▲ 8.9%	n/p	n/p
<b>TOTAL</b>	<b>1,102,000</b>	<b>263,000</b>	<b>226,000</b>	<b>n/p</b>	<b>\$559.1m</b>
3-yr trend % change	▲ 9.5%	▲ 8.4%	▲ 6.4%	n/p	▲ 18.7%



### Domestic Visitors

- Domestic visitation to the Mackay region grew by 9.5% on average in the three years ending December 2018, to a record 1.0m visitors. The domestic market represented the majority (95%) of overnight visitation to the region.

- Total overnight visitor expenditure reached a record \$540.2m, representing an average annual increase of 20.6% over the three years ending December 2018. The growth in overnight visitor expenditure was due to visitors both lengthening their stay and increasing their spend per night. Average length of stay (ALoS) increased by 4% on average over the three years ending December 2018. As a result, visitor nights in the region grew 13.4% on average over the three years to 4.1m nights. Spend per night increased by 4.9% on average over three years to \$131/night.

- In the year ending December 2018, more than half (54%) of domestic visitors to the region were business travellers. The business market grew by 14.1% on average over the three years ending December 2018 to a record 565,000 visitors, with business nights up 19.4% on average to a record 2.7 million.

- Meanwhile, holiday visitation was up 6.8% on average over the three years ending December 2018 to 220,000 and visiting friends and relatives (VFR) was up by 6.4% on average over the same period to 215,000.

- Nearly nine in ten (88%) domestic visitors to the region are from the intrastate market. Intrastate visitation increased by 10.5% on average in the three years ending December 2018 to a record 921,000. The three largest intrastate markets were the Mackay region itself (216,000 visitors), Brisbane (184,000 visitors) and Southern Great Barrier Reef (160,000 visitors).

- The interstate market grew by 3.2% on average in the three years ending December 2018 to 125,000 visitors.

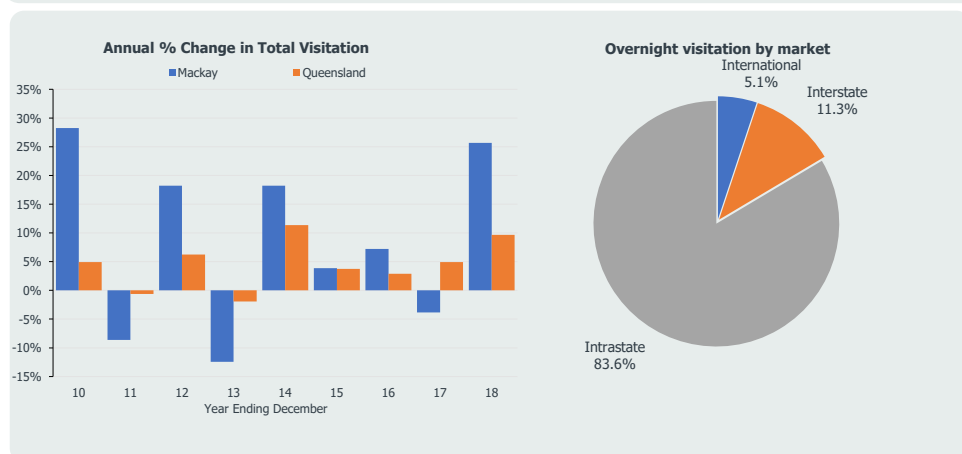
### International Visitors

- Mackay welcomed 56,000 international visitors, representing an increase of 10.5% on average over the three years ending December 2018. The international market contributed 5% of all overnight visitors to the region. International visitors spent \$18.9m in the Mackay region in the year ending December 2018.

- Visitor nights declined by 14.5% on average over the three years to 418,000. The decline was driven by shorter stays in the region, with visitors ALoS declining 23.0% to 7.4 nights. In part, this may reflect the growth in holiday visitors to the region, which have shorter stays on average compared to those travelling for other purposes.

- Holiday visitation grew by 17.8% on average over the three years ending December 2018 to 43,000 visitors. Holidaymakers now account for 76% of international visitors to Mackay, up from 74% a year ago, and 62% in 2015.

- Western markets accounted for 82% of visitors to the region, with the majority of travellers coming from Europe (incl UK), which grew by 14.8% over the three years ending December 2018 to 32,000.



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# Mackay Regional Snapshot

## Domestic visitation Year Ending December 2018

### Domestic visitors to Mackay

	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	220,000	6.8%	646,000	13.3%	2.9	-0.7
VFR	215,000	6.4%	731,000	3.0%	3.4	-0.6
Business	565,000	14.1%	2,662,000	19.4%	4.7	-0.2
<b>Domestic<sup>3</sup></b>	<b>1,046,000</b>	<b>9.5%</b>	<b>4,133,000</b>	<b>13.4%</b>	<b>4.0</b>	<b>-0.7</b>
<b>Intrastate</b>						
Holiday	175,000	64.6%	492,000	63.8%	2.8	-0.4
VFR	178,000	9.0%	543,000	8.6%	3.0	-0.2
Business	533,000	15.4%	2,391,000	19.5%	4.5	-0.4
<b>Intrastate</b>	<b>921,000</b>	<b>10.5%</b>	<b>3,492,000</b>	<b>14.7%</b>	<b>3.8</b>	<b>-0.7</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>125,000</b>	<b>3.2%</b>	<b>640,000</b>	<b>7.3%</b>	<b>5.1</b>	<b>-0.2</b>

### Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Mackay	769,000	14.3%	\$127.4m	42.1%
Queensland	44,716,000	9.9%	\$5,208.8m	20.0%
<b>Australia</b>	<b>206,051,000</b>	<b>7.4%</b>	<b>\$22,526.1m</b>	<b>10.2%</b>

### Key domestic source markets to Mackay

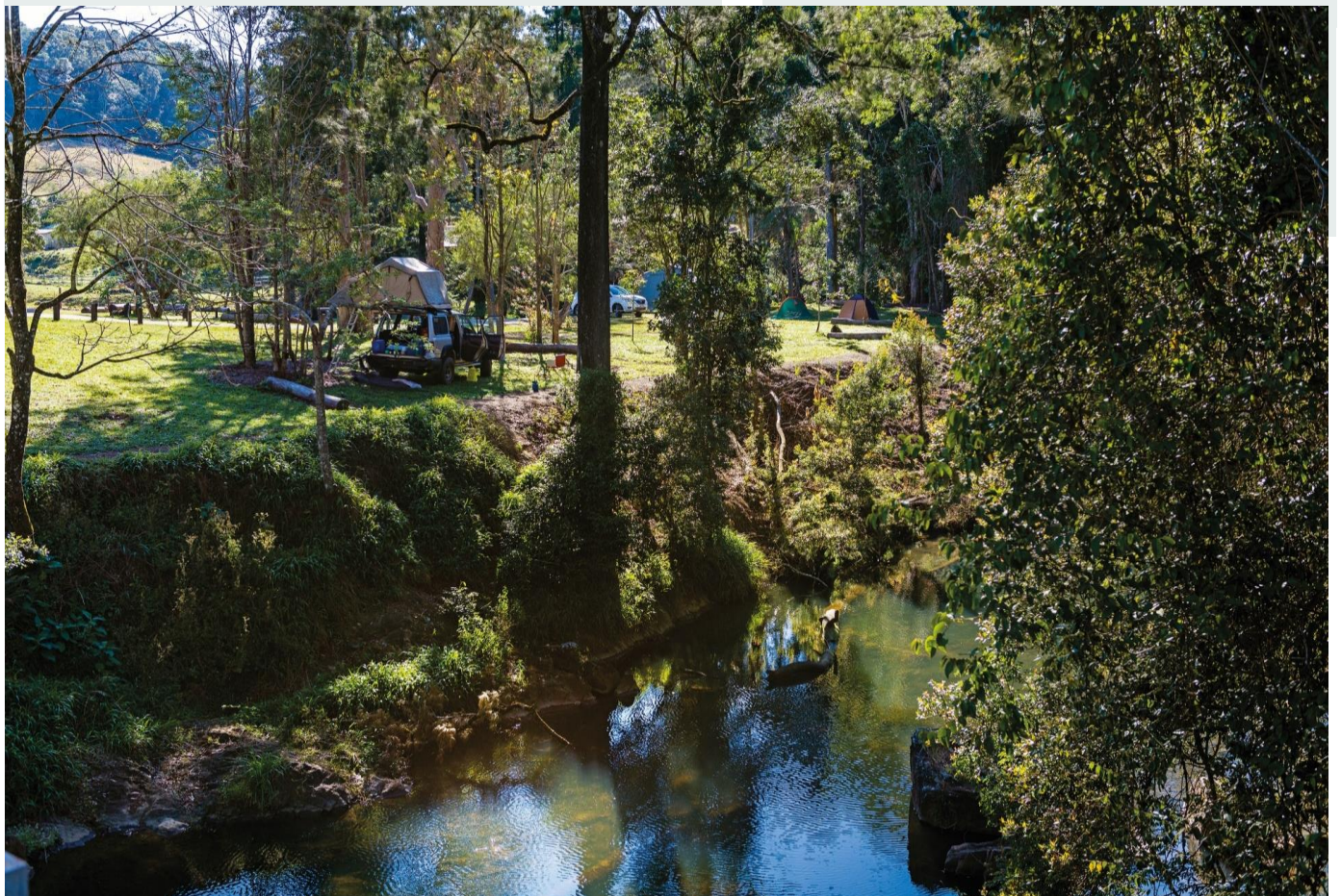
All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg
Brisbane	184,000	-2.8%	758,000	10.7%
Regional Qld	736,000	14.0%	2,734,000	15.6%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

### State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	24,086,000	10.6%	94,732,000	9.5%
NSW	34,554,000	9.4%	107,413,000	7.3%
Victoria	25,687,000	5.0%	73,873,000	4.9%
<b>Australia</b>	<b>105,600,000</b>	<b>8.6%</b>	<b>376,087,000</b>	<b>7.2%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	9,426,000	9.8%	41,575,000	5.0%
NSW	13,648,000	9.0%	46,347,000	7.1%
Victoria	10,987,000	3.3%	32,481,000	0.6%
<b>Australia</b>	<b>42,364,000</b>	<b>7.6%</b>	<b>160,059,000</b>	<b>3.6%</b>





# Mackay Regional Snapshot

## International visitation Year Ending December 2018

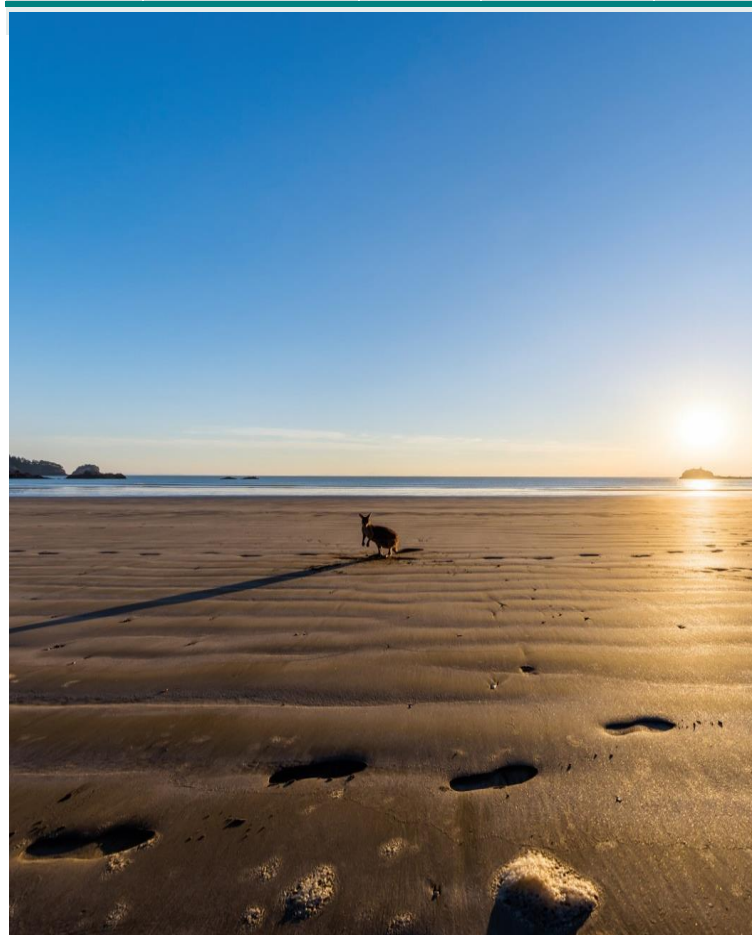
### International visitors to Mackay

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	43,000	17.8%	149,000	6.5%	3.5	-0.6
VFR	11,000	8.9%	227,000	-11.4%	20.4	-1.1
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>56,000</b>	<b>10.5%</b>	<b>418,000</b>	<b>-14.5%</b>	<b>7.4</b>	<b>-1.1</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,763,000	2.3%	55,052,000	3.7%
NSW	4,370,000	3.0%	96,204,000	2.4%
Victoria	3,039,000	5.4%	72,872,000	11.2%
<b>Australia</b>	<b>8,524,000</b>	<b>4.8%</b>	<b>273,793,000</b>	<b>3.8%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,867,000	1.0%	22,708,000	-1.5%
NSW	2,479,000	3.3%	28,113,000	1.4%
Victoria	1,606,000	6.2%	16,697,000	3.8%
<b>Total</b>	<b>4,623,000</b>	<b>5.8%</b>	<b>82,392,000</b>	<b>1.1%</b>



### Top 10 source markets

Total	Visitors	Trend % Chg	Nights	Trend % Chg
New Zealand	n/p	n/p	n/p	n/p
Germany	9,000	14.1%	20,000	7.1%
United Kingdom	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p
Netherlands	n/p	n/p	n/p	n/p
Scandinavia	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
China	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
Switzerland	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 10 holiday source markets

Holiday	Visitors	Trend % Chg	Nights	Trend % Chg
Germany	9,000	14.1%	17,000	5.7%
United Kingdom	n/p	n/p	n/p	n/p
New Zealand	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p
Netherlands	n/p	n/p	n/p	n/p
Scandinavia	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
China	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
Switzerland	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>

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# Regional Comparison

Year Ending December 2018

## 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	7,517,000	8.2%	21,883,000	5.8%	2.9	-0.1	29%	39%	24%	31%
Gold Coast	3,795,000	7.2%	14,664,000	9.0%	3.9	0.1	54%	28%	14%	16%
TNQ	2,065,000	13.5%	10,548,000	15.7%	5.1	0.1	51%	24%	21%	9%
Sunshine Coast	3,684,000	8.6%	12,896,000	4.8%	3.5	-0.1	54%	35%	9%	15%
SGBR	2,176,000	13.6%	8,286,000	22.8%	3.8	0.3	35%	25%	33%	9%
SQC	2,205,000	12.7%	5,893,000	6.5%	2.7	-0.2	27%	41%	24%	9%
Townsville	1,378,000	28.3%	4,797,000	33.3%	3.5	0.1	34%	30%	27%	6%
Outback *	884,000	3.1%	4,876,000	12.2%	5.5	n/p	35%	16%	45%	4%
Whitsundays *	651,000	11.8%	2,995,000	14.3%	4.6	n/p	62%	12%	25%	3%
Fraser Coast *	772,000	9.5%	3,135,000	11.7%	4.1	n/p	53%	33%	10%	3%
<b>Mackay *</b>	<b>1,046,000</b>	<b>9.5%</b>	<b>4,133,000</b>	<b>13.4%</b>	<b>4.0</b>	<b>n/p</b>	<b>21%</b>	<b>21%</b>	<b>54%</b>	<b>4%</b>
<b>Total Queensland</b>	<b>24,086,000</b>	<b>10.6%</b>	<b>94,732,000</b>	<b>9.5%</b>	<b>3.9</b>	<b>0.0</b>	<b>39%</b>	<b>33%</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	1,400,000	6.3%	28,718,000	9.7%	20.5	0.6	52%	31%	10%	51%
Gold Coast	1,047,000	1.2%	10,021,000	7.8%	9.6	0.6	78%	15%	4%	38%
TNQ	863,000	-2.7%	6,288,000	-1.6%	7.3	0.1	91%	6%	3%	31%
Sunshine Coast	311,000	3.6%	2,778,000	-9.6%	8.9	-1.3	76%	22%	2%	11%
SGBR	146,000	-2.1%	1,710,000	-33.8%	11.7	-5.6	78%	15%	4%	5%
SQC *	56,000	7.7%	1,501,000	-3.0%	27.0	n/p	38%	33%	15%	2%
Townsville	136,000	-6.9%	1,264,000	-6.2%	9.3	0.1	85%	13%	2%	5%
Outback *	29,000	-0.2%	541,000	2.3%	18.5	n/p	71%	16%	6%	1%
Whitsundays	234,000	-1.1%	1,294,000	5.6%	5.5	0.4	96%	3%	0%	8%
Fraser Coast	130,000	-12.7%	510,000	-26.7%	3.9	-0.8	93%	6%	1%	5%
<b>Mackay *</b>	<b>56,000</b>	<b>10.5%</b>	<b>418,000</b>	<b>-14.5%</b>	<b>7.4</b>	<b>n/p</b>	<b>77%</b>	<b>20%</b>	<b>4%</b>	<b>2%</b>
<b>Total Queensland</b>	<b>2,763,000</b>	<b>2.3%</b>	<b>55,052,000</b>	<b>3.7%</b>	<b>19.9</b>	<b>0.3</b>	<b>68%</b>	<b>26%</b>	<b>8%</b>	<b>100%</b>

### Notes/Sources:

This release of year ending December 2018 data includes purpose-of-visit information and revisions to IVS estimates from 2005 to 2018. Please note results have been revised back to 2005 and are not to be used or compared to previously published data

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.