



VISIT
MACKAY ISAAC
MEDIA KIT
2026

DESTINATION SNAPSHOT

Welcome to Mackay Isaac — a place where sunrise beaches, subtropical rainforest, island escapes and country charm all sit within easy reach. From Cape Hillsborough's dawn to Eungella's misty lookouts and Broken River's wild platypus, to the Convenient Outback's vast landscapes and peaks, this region is purpose-built for travellers who chase freedom over fixed plans.

- **Nature on tap:** jaw-dropping gorges, national parks and the longest stretch of subtropical rainforest in Queensland (Eungella and surrounds).
- **Wildlife moments:** sunrise with wallabies and kangaroos at Cape Hillsborough; dawn/dusk platypus viewing at Broken River, whale watching season and more.
- **Under-the-radar and laid-back:** an authentic pocket of Queensland where the country meets the coast, perfect for slow-adventure features and road-trip stories.

DESTINATION GUIDE

Downloadable PDF for deeper context, facts and editorial inspiration.

[DOWNLOAD](#)



GETTING HERE

Mackay Isaac sits on Queensland's central coast, roughly 970 km north of Brisbane on the Coral Sea, with rainforest ranges and sugar cane country rolling inland. That coast-to-hinterland contrast gives creators a full canvas: islands, beaches, city art trails, rainforest pools and country towns in a single trip. Fly into Mackay Airport with direct services from Brisbane, Townsville and Rockhampton. Drive the Bruce Highway from Brisbane or Cairns, or the Great Inland Way via Clermont.

DISTANCES & CLIMATE

Airlie Beach	149km
Moranbah	198km
Clermont	289km
Rockhampton	336km
Townsville	389km
Cairns	735km
Brisbane	953km
Sydney	1,741km
Melbourne	2,320km

Summer (Dec-Feb)	23-30°C
Autumn (Mar-May)	20-27°C
Winter (Jun-Aug)	14-22°C
Spring (Sept-Nov)	20-28°C



OUR HERO EXPERIENCES



SUNRISE WITH WALLABIES & KANGAROOS – CAPE HILLSBOROUGH

That iconic “macropods on the beach” shot at dawn — best one hour either side of sunrise. Editorial gold for wildlife, photography and family travel. (Etiquette and safety guidance available for responsible coverage.)



PLATYPUS IN THE WILD – BROKEN RIVER, EUNGELLA NATIONAL PARK

One of Australia’s most reliable spots to see a platypus in nature, from purpose-built viewing platforms at

dawn/dusk. Pair with rainforest short walks and Pioneer Valley lookouts.



FINCH HATTON GORGE & RAINFOREST SWIMS

Clear freshwater pools and shaded trails for relaxed “cool-off” narratives (family, wellness, slow travel).



COASTLINE TO CITY ART – BLUEWATER SCULPTURE TRAIL + EIMEO & LAMBERTS BEACHES

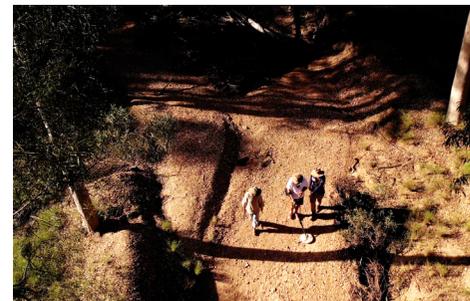
Waterfront wandering with public art, easy beach days, and ocean-view sundowners at the historic Eimeo

Pacific Hotel. Perfect for lifestyle, food & bev and “easy wins” content.



ISLANDS & OFFSHORE FREEDOM – PRIVATE CHARTERS

Snorkel, sandbanks and secluded coves with small-group charters — a luxe-meets-nature angle that photographs beautifully.



STRIKE GOLD IN THE OUTBACK – CLERMONT’S GOLDFIELDS STORY

Out in Clermont, gold isn’t something locked in a museum — it’s part of the land, the heritage and the community

identity. This is storytelling territory at its richest: dusty trails, historic relics, and characters shaped by grit and curiosity. Great for heritage, regional culture and “real Australia” angles.



COUNTRY TOWN VIBES & BIG-SKY HORIZONS – ISAAC REGION DRIVES

The Isaac Region is vast, almost the size of Tasmania, and packed with genuine country hospitality, ancient landscapes, and uniquely local events like the St Lawrence Wetlands Weekend, Nebo Rodeo and Street Party and more. Think wide-open skies, authentic outback towns, and road-trip stories with character and colour. Perfect for slow travel, culture, events, and “beyond the coast” features.

THE FREE SPIRIT DOES WHATEVER WHENEVER



 **The Mackay Isaac Region**
Queensland Nature. Reserved.

FIND WHAT VIBES YOU
WITH A ROAD TRIP

CAMPAIGN: FREE SPIRIT

The Free Spirit Does Whatever, Whenever is our destination platform inviting travellers to do what they love, whenever, wherever, across coast-to-outback landscapes. It's multi-channel (Meta, YouTube, Google, native, radio and TV) and built to convert inspiration into stays.

Performance highlights (Phase One): 16.1M impressions; 64.5k website clicks; strong uplift in visitation indicator, positioning Mackay Isaac as Queensland's most surprising drive destination.

Built and scaled with Destination Store (strategy/creative) and partners; underpinned by a measurable, always-on framework now evolving into Free Spirit 2.0.

Campaign Experience Segments

Our experience segments help travellers, and media, instantly find the vibe that fits them. Each segment houses its own Experience Page, Blogs, and Itineraries, all linking back into the Free Spirit ecosystem.

- Beach to Reef Vibes
- Active Ideas
- Food & Drink Ideas
- Solo Traveller Vibes
- Unique Stays
- Work Than Play Vibes
- Family Experiences
- Nature Experiences
- Winter Escapes
- Convenient Outback Vibes
- Coast to Hinterland Experiences
- Events Guide

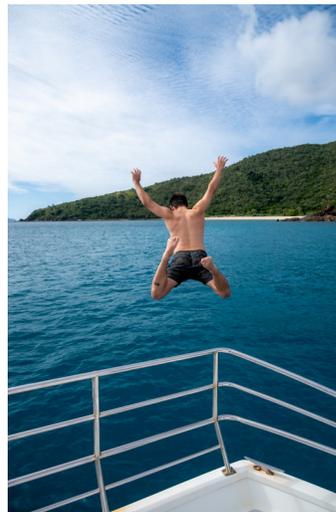
LAUNCH
MICROSITE

CAMPAIGN
VIDEO

CONTENT STYLE



Through the support of Mackay Regional Council and Isaac Regional Council, Mackay Isaac Tourism has completed a whole of region destination shoot to capture new imagery and videography to reflect our free spirited mindset audience doing what vibes with them when travelling. Each image conveys the emotion of the experience while being natural and candid, setting us apart from traditional style destination images.



EDITORIAL ASSET LIBRARY

HERO VIDEOS



DOWNLOAD



DOWNLOAD

HERO IMAGES

DOWNLOAD



PLAN ON A PAGE

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC

BRAND

THE FREE SPIRIT DOES WHATEVER, WHENEVER

INTRASTATE ACTIVITY

EVENTS WITH LIFE'S VIBES (JAN - FEB) | FIND WHAT VIBES YOU WITH A ROAD TRIP V2 (MAY - JUN) | FIND WHAT VIBES YOU WITH A ROAD TRIP V3 (JUL - AUG) | EVENTS WITH LIFE'S VIBES (NOV - DEC)

INTERSTATE (NSW & VIC) ACTIVITY

FIND WHAT VIBES YOU V1 (JAN - FEB) | FIND WHAT VIBES YOU WITH A ROAD TRIP V2 (MAY - JUN) | FIND WHAT VIBES YOU V1 (NOV - DEC)

SEASONAL CAMPAIGNS

BARRA SEASON (JAN - FEB) | FAR FROM WINTER (MAY - JUN) | GOLD FEVER TO PEAKS (CONVENIENT OUTBACK) (JUL - AUG) | WHALE SEASON (SEPT - OCT) | SUGAR CANE SEASON (NOV - DEC) | PLATYPUS MATING SEASON (NOV - DEC)

EXPERIENCE SEGMENTS

ACTIVE VIBES	FOOD & DRINK VIBES	SOLO TRAVEL VIBES	UNIQUE STAYS VIBES	WORK THAN PLAY VIBES	BEACH TO REEF VIBES	FAR FROM WINTER VIBES	CONVENIENT OUTBACK VIBES	NATURE'S EVENTS	COAST TO HINTERLAND VIBES	FAMILY VACAY VIBES
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Calendar up to date as at February 2026 Subject to change.

HOW TO PITCH / WORK WITH US

Hero Image & Video Gallery: Access to high-quality visuals.

Famils & On-Ground Support: Hosted or self-guided media visits, itineraries designed around your style, and smooth introductions to operators and locals.

Content Partnerships: We collaborate with publishers and creator networks to help amplify our Free Spirit destination.

Story Support: Quotes, fact checks, itinerary builds, local contacts & filming intros via our media team.

CONNECT WITH US



VISIT MACKAY ISAAC

Facebook handle: @visitmackayisaac
Instagram handle: @visitmackayisaac
YouTube: @visitmackayisaac

MACKAY ISAAC TOURISM

Facebook handle: @mackayisaactourism
LinkedIn: linkedin/company/mackay-tourism

CONTACT US

Andrea Busiko
Engagement Officer
engagement@mackayisaac.com
0447 180 824



MACKAYISAAC.COM