

# mackay isaac region





THE  
FREE SPIRIT  
DOES WHATEVER  
WHENEVER





# destination profile





## Destination Information

### DISTANCES TO MACKAY

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

### CLIMATE

	Celsius	Fahrenheit
Summer (Dec-Feb)	23-30	73-86
Autumn (Mar-May)	20-27	68-81
Winter (Jun-Aug)	14-22	57-72
Spring (Sept-Nov)	20-28	68-82



# Bucket List Experiences.

There are plenty of bucket list experiences to tick off when visiting the Mackay Isaac Region, but here's the top five.

1. Sunrise with the Wallabies at Cape Hillsborough.



2. Chase waterfalls, hike and swim at Finch Hatton Gorge.



3. Spot platypus at Broken River in Eungella National Park.



4. Explore beaches and islands of the Southern Great Barrier Reef.



5. Marvel at the beauty of the convenient outback and Peak Range National Park



## Key Destination Selling Points.

**Diverse Landscapes:** From the sunrise beaches of the Mackay and Isaac coastline to the dramatic escarpments and coalfields of the Isaac outback—Mackay Isaac offers two holidays in one.

**Authentic Australian Encounters:** See kangaroos and wallabies on the beach at sunrise, platypus in the wild at Broken River, and meet locals in genuine outback communities.

**Free-Spirited Road Trip Culture:** The region is made for slow travel—open roads, uncrowded nature, and welcoming townships.

**Access to Reef, Rainforest and the Convenient Outback:** Gateway to the southern Great Barrier Reef to the south and the Whitsundays to the north, the misty tropical rainforest of Eungella National Park to the west and the convenient outback further west.

**Events & Culture:** From Indigenous music festivals to rodeos and mining heritage events—visitors are invited to connect, not just observe.

**Low Visitor Numbers = High Impact:** An emerging destination—perfect for travelers seeking exclusivity and authentic, uncrowded experiences.

**Perfect Stopover Between Cairns and Brisbane:** Ideal for inclusion in long-haul Queensland or East Coast drive or fly-drive itineraries.



# islands & coast



📍 Sunrise with the Wallabies with Mackay Adventure Tours,  
Cape Hillsborough NP



📍 Lamberts Beach Lookout



📍 Northern Beaches, Mackay



# city & surrounds






# rainforest & hinterland



 Finch Hatton Mountain Bike Trails, Finch Hatton



 Broken River, platypus spotting



 Sky Window, views over the Pioneer Valley



 Eungella National Park



# convenient outback





meet the trade ready  
products

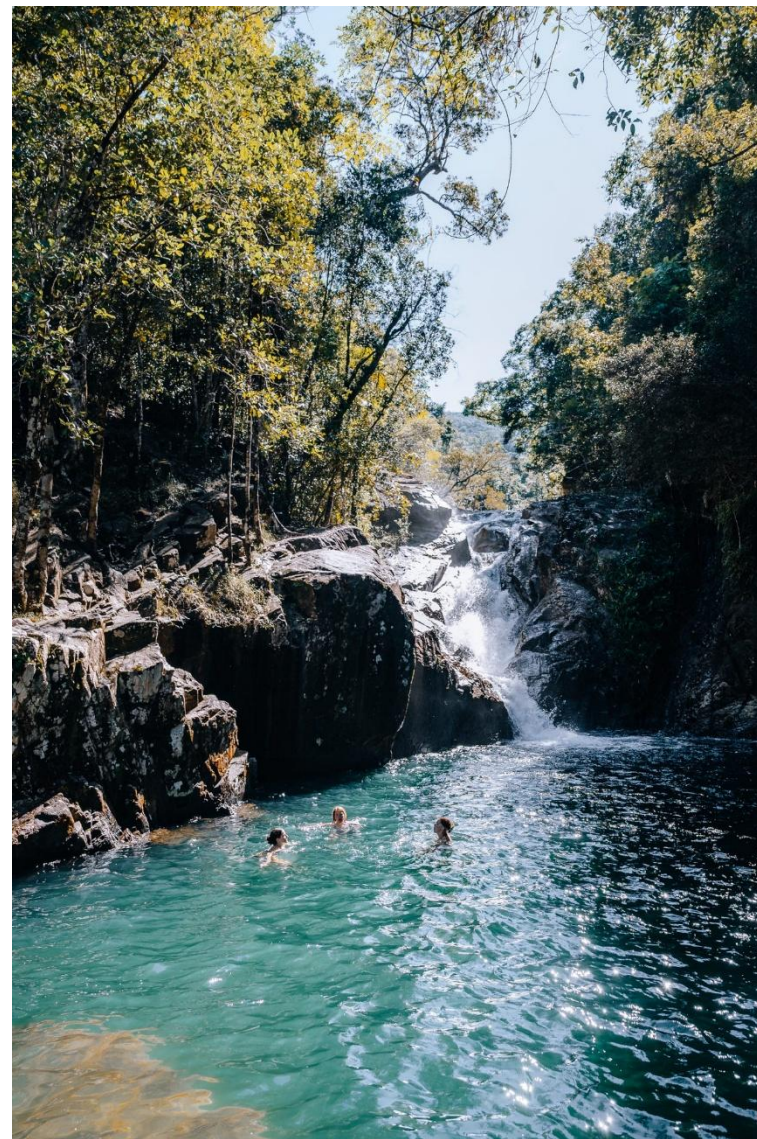


# Mackay Adventure Tours

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## Unique Selling Points:

- Mackay locals love the region and want visitors to fall in love with it too.
- Experiences connect to people, to nature, to history and to our community
- Brand new deluxe touring vehicles
- Guaranteed departures for confirmed bookings.





# Wake House Australia

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## Unique Selling Points:

- An inclusive atmosphere suitable for beginners right up to pro riders
- Fun for spectators at the fully licensed Lakeside Sunset Cafe & Bar
- One of only 8 wake parks in Australia
- Mackay's coolest Sunday Session and live music every Friday for our Sunset Sessions
- Mackay's newest accommodation on the doorstep of the wake park.





# One Hungry Mumma

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## Unique Selling Points:

- Award-winning small-batch condiments and handcrafted culinary creations
- Unique themed dinners celebrating global cuisines and seasonal produce.
- Interactive cooking and preserving workshops using local ingredients.
- Located beside Finch Hatton's mountain bike trailhead.
- Welcoming, community-focused experiences that bring people together through food.





# Oh Deere Farm Stay

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## Unique Selling Points:

- Hands-on sugar cane farm experience from paddock to plate.
- Massive private John Deere collection in on-site museum.
- Family-friendly, interactive tours suitable for all ages.
- Scenic farm setting with panoramic countryside views.
- Variety of flexible tours for couples, families, and groups.



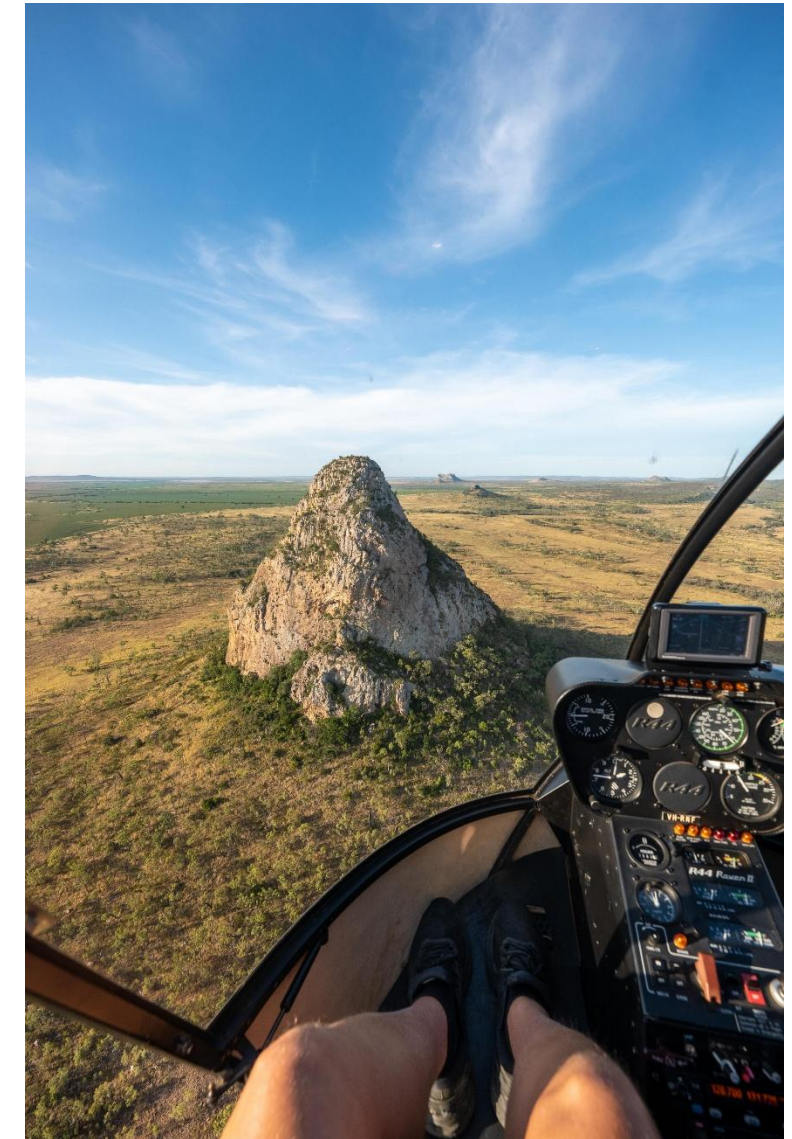


# Bush Heli

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## Unique Selling Points:

- View the unique landscapes of Peak Range National Park.
- Complete seclusion to experience a part of the region that can't be experienced any other way.
- Private charters also available.



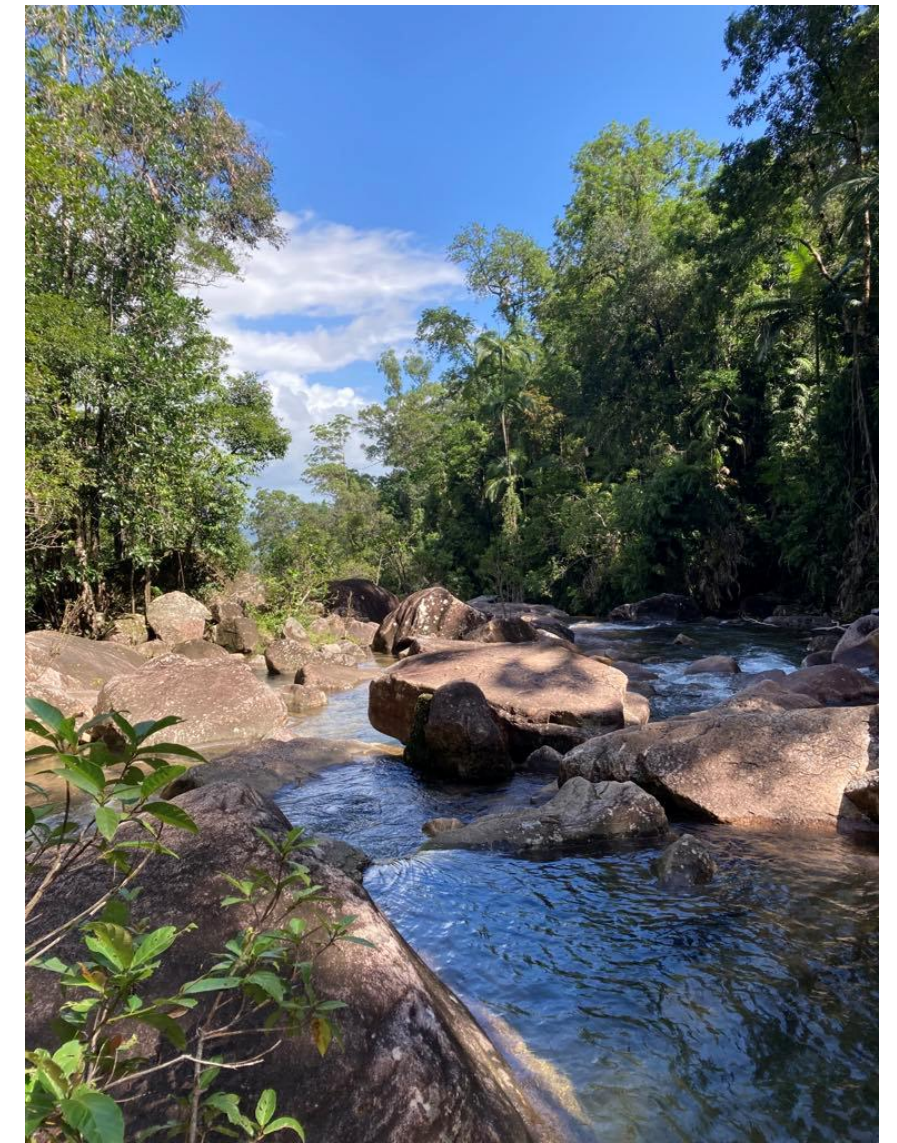


# Off Camber

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## Unique Selling Points:

- Exclusive Private Tours - Transfers from Mackay and the Whitsundays to Finch Hatton.
- One of Queensland's most biodiverse regions with wildlife, waterfalls, and gorge swims along the way.
- World-class mountain biking: Ride purpose-built, flow-trails. (Adventure package).





# Sarina Sugar Shed

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## Unique Selling Points:

- Unique farm-to-plate-to-bottle sugar experience (there is no similar experience offered elsewhere!)
- Taste exclusive products made onsite (available in the Gift Store or online).
- Sample freshly crushed sugar cane juice and freshly spun fairy floss





# new product / experiences

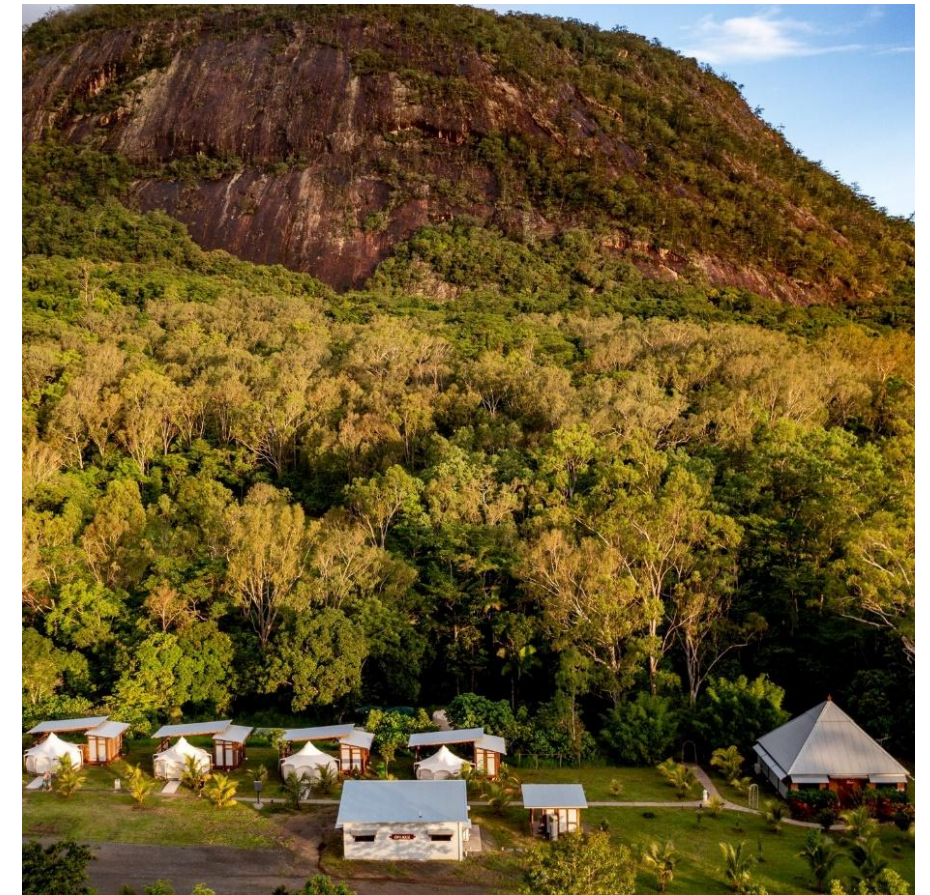


# Mt Jukes Eco Retreat

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## Unique Selling Points:

- Secluded nature immersion at the foot of Mt Jukes
- Eco-conscious accommodation – Sustainably designed cabins and glamping tents that blend rustic elegance with off-grid living.
- Ideal for mindful travel, wellness and reconnection.
- Yoga retreats, forest walks, and space for digital detoxing.
- Conveniently located just off the Bruce Highway, making it an effortless inclusion in a self-drive Queensland itinerary.



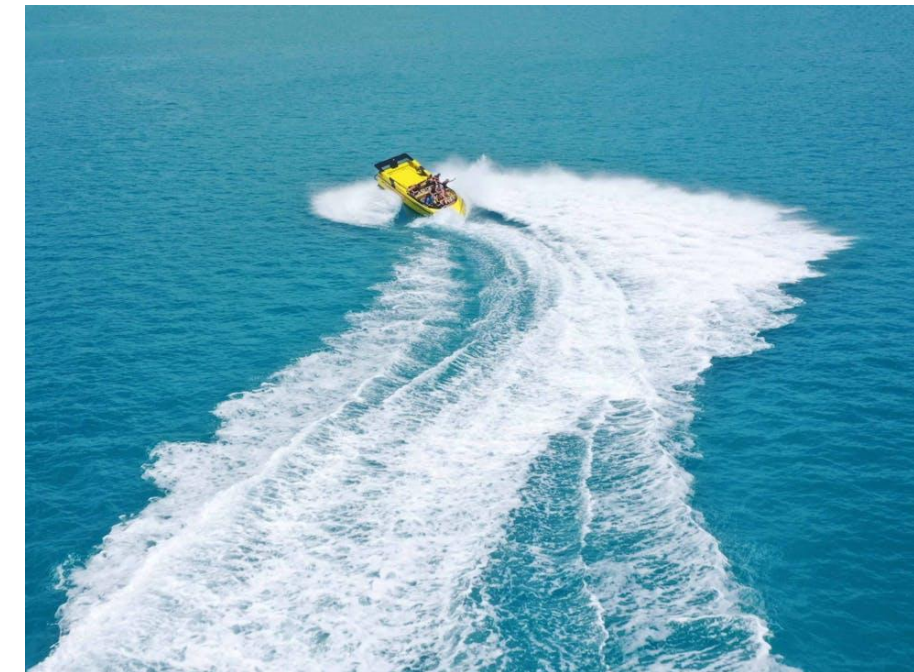


# Purple Thunder

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## Unique Selling Points:

- High-speed jet boat ride up to 80 km/h
- Thrilling spins, power stops, and drifting action included.
- Scenic adventure along Mackay's picturesque Pioneer River.
- Suitable for families and kids aged 6+.
- Experienced crew ensure a safe, adrenaline-filled experience.





# Endless Days

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## Unique Selling Points:

- Fully customisable itineraries.
- Exclusive and intimate experiences.
- Unforgettable secluded island locations.
- Unmatched sunset views over the water.
- Suitable for individuals, couples or groups.





# itinerary inspo



# Beach to Reef



Island Hopping  
Hiking  
Swimming / Snorkelling  
Wildlife Experiences  
Dining & Bars  
Markets

# Active Itineraries



Jet Boats  
Yoga Retreats  
Mountain Biking  
Wake Boarding  
Fishing  
Hiking  
Swimming

# Food & Drink



Breweries  
City and Coastal Dining  
Country Dining Experiences  
Cooking Classes  
Dining Tours  
Local Produce

# Solo (FTT)



Farm Stays  
Scenic Flights  
Eco Retreats  
Rainforest  
Country Experiences  
Adventure Tours

# Bleisure



Stadiums  
Markets  
Mountain Biking  
Entertainment Centre  
CBD Tours  
Private Transfers / Shuttles



partnering with  
mackay isaac tourism



# Our Commitment to Trade.

We’re here to help you sell the Mackay Isaac region with confidence.

Mackay Isaac Tourism is deeply committed to supporting our trade partners through:

**Tailored Itinerary Planning:** Advice and insights for building the perfect experience—from FITs to families, to small groups and everyone in-between.

**Famil Hosting:** We can coordinate tailored immersive famils for trade and media to experience the region firsthand. From kangaroo beach moments to outback sunsets—you’ll wish you visited earlier.

**Sales and Training Support:** We can provide destination training, in the form of product and destination fact sheets, and online briefings.

**Operator Introductions:** We facilitate direct introductions to trade-ready product owners and new/emerging experiences.

**Marketing Assets:** Access to high-resolution images, videos, suggested copy, and brochures tailored for the international market.





View digital  
Trade Manual







# visit mackay isaac

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