

**MACKAY ISAAC REGION SITS ON THE TOP 10% OF THE WORLD FOR TOURISM ASSETS  
FOR IMMEDIATE RELEASE 12<sup>TH</sup> JULY 2022**

Tourism Sentiment Index has released the TSI Rankings Report for Q1 2022, and the Mackay Isaac region ranked the top 10% in the world for fishing and conference and conventions around the world.

For the first time ever, global destinations are being ranked each calendar quarter to uncover those that have the strongest reputations overall and for specific tourism experiences, attractions or services. Destinations are ranked according to consumer sentiment – what people really feel. Being named in the rankings means Mackay Isaac region has earned a positive reputation and an impressive Tourism Sentiment Score® during the period of January to March 2022.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler said the Mackay Isaac region has slowly been gaining its reputation amongst visitors and travellers from not only across Australia but globally as a popular tourism destination spot due to our natural assets and also first-class convention/event facilities.

“To run an event, convention or conference against a beautiful backdrop like the Mackay Isaac region is a major drawcard for any organizer. Good things come in small packages and the Mackay Isaac region has a lot to offer and showcase.

Being ranked top 10% in world in fishing and conference and convention is a win for the region’s tourism industry. From our white sandy beaches, luscious rainforests, and amazing facilities – hotels, restaurants, event and conference spaces located in the heart of Mackay city, the region is a one stop shop for everything you need to make a holiday or event successful.” Tash Wheeler said.

Tourism Sentiment Index is known for the 100 Most Loved Travel Destinations, an annual list of Leading Places drawn from an intensive study of its data that covers more than 1.6 billion online conversations and content pieces publicly available about 21,330 global destinations. Each quarter, Tourism Sentiment Index offers an updated look at Leading Places in the TSI Rankings Report. Tourism Sentiment Index is cutting-edge technology that applies the power of artificial intelligence to the challenge of deciphering sentiment from human expression. This technology produces a novel metric for destination marketing: Tourism Sentiment Score®. This is the metric that the tourism industry has been missing since the dawn of the internet.

Mackay Isaac Tourism acting chair Cr Justin Englert said being ranked top 10% in the world for fishing and conference and conventions just shows the resilience, dedication, and the tourism industry’s ability to adapt to new challenges especially during uncertain times.

“I take my hats off to Mackay’s tourism industry. This win is because of our world-class tourism operators who are offering world-class experiences. That is why our region is one of the most loved destinations around the world – it leaves visitors coming back for more.” Cr Justin Englert said.

To learn more about Mackay Isaac region, go to: [www.mackayregion.com](http://www.mackayregion.com)

### About Tourism Sentiment Index

Tourism Sentiment Index is a travel data intelligence solution created by acclaimed destination marketing agency Destination Think. Launched in early 2018, Tourism Sentiment Index was soon established as an independent business, and today is managed by its team of expert data analysts at its Vancouver, Canada, headquarters. The company sells a suite of data products that provide destination marketers with the ability to understand how consumers around the world feel about their destinations and competitors.

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