

## Domestic tourism growth seen in the Mackay Isaac Region Results from 2022 NVS data released

### FOR IMMEDIATE RELEASE

Tourism Research Australia has today released the National Visitor Survey (NVS) 2022 results and the Mackay Isaac region has seen an increase in intrastate and intraregional visitation.

This welcoming news is a positive sign for the local tourism economy as more domestic travellers are looking to explore and discover their own backyard.

1.1 million intrastate visitors and 38,200 intraregional visitors chose to rediscover the beauty of their own region for the year 2021/2022. These figures represent a three-year trend growth of 6.3 per cent for intrastate visitation, and a 21.7 per cent for intraregional travel – a record for the Mackay Isaac region.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler detailed the considerable growth of local tourism as demonstrated in the NVS results as something that the community and region should be proud of.

“It is amazing to see that the Mackay Isaac region is becoming an increasingly sought-after tourism destination for our very own locals and domestic travellers.

We are also seeing a steady upwards trend in business travel. An incredible 62,400 visitors came in region for business purposes during the year 2022, a new record and a three-year trend increase of 6.4 per cent,” Tash explained.

With several major events, conferences and projects due for completion over the next few years, the Mackay Isaac Region’s tourism economy is looking to have a positive tourism boost in the upcoming years ahead.

Mackay Regional Council Mayor Greg Williamson said that he is confident that the year 2022/2023 will see tourism continue to grow as a key economic pillar for Mackay Isaac Region’s economy.

“With plans in place for major upgrades to the Barrier Reef Arena and a masterplan in development for BB Print Stadium, as well as the development of the Pioneer Valley Mountain Bike Trail, our tourism economy can only continue to grow,” Mayor Williamson said.

“These world-class facilities will ensure that we can continue to attract major events to the region that are a drawcard for visitors from all around the country.”

The Mackay and Isaac Regional councils are both committed in growing tourism in the region - driving investment into our communities, supporting sustainability, job creation and building upon the liveability of the region.

Today’s increases in domestic visitation came as no surprise to Isaac Regional Council Mayor Anne Baker.

Isaac Regional Council Mayor Anne Baker said the visitor numbers were a testament to the collaboration between both Councils and Mackay Isaac regions.

"The years of developing tourism offerings has paid off with visitors confirming we are on the right track," Mayor Baker said.

"From our multi-award winning St Lawrence Wetlands Weekend to unique experiences along the road less travelled, we are in a strong position to grow domestic visitation.

"Growing visitor numbers grows the local economy and that is why we have increased our partnership with Mackay Isaac Tourism and focusing on tourism development projects."

Full results of the NVS and IVS are available from Tourism Research Australia and Tourism and Events Queensland.

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